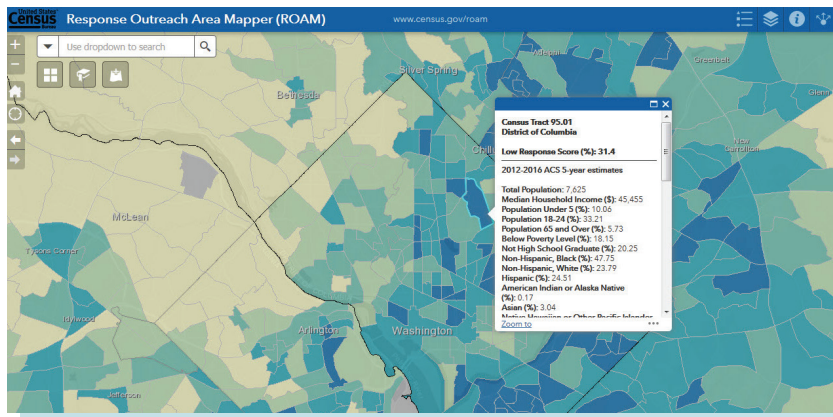


Response Outreach Area Mapper (ROAM)

www.census.gov/roam

The Response Outreach Area Mapper (ROAM) application was developed to identify hard-to-survey areas and provide a demographic and socioeconomic characteristic profile using American Community Survey (ACS) estimates available in the Planning Database.

Learning about hard-to-survey areas allows the U.S. Census Bureau to create a tailored communications and partnership campaign. It also informs Census Bureau outreach activities and hiring practices across the country to make sure there are an adequate number of staff and staff with the necessary language skills for a given area.



LOW RESPONSE SCORE

The Low Response Score (LRS) is a metric developed by the Census Bureau to predict the percentage of households who will not self-respond to the Decennial Census. The LRS is stored in the Census Bureau's Planning Database.

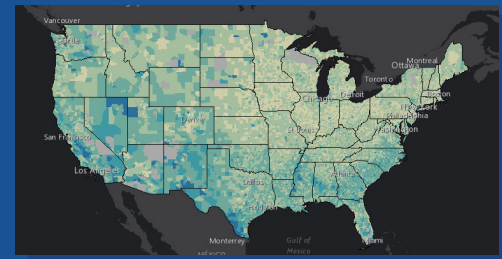
Within the ROAM application, census tracts are shaded by the LRS. The Census Bureau predicts that the darker census tracts are harder to survey than lighter census tracts. The idea is to identify areas that need more attention to try to boost self-response rates there.

PLANNING DATABASE

The Planning Database assembles a range of housing, demographic, socioeconomic, and census operational data that can be used for survey and census planning. Data is provided at both the census block group and census tract levels of geography. For more information, please visit www.census.gov/research/data/planning_database.

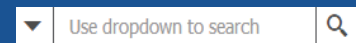


U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov



How do I use ROAM?

- Explore the map by zooming and panning, or navigate to an area of interest by utilizing the search box.



- Click on the map to select a census tract. A pop-up box will appear and identify the LRS and information about the people and households.

- Change the basemap in the Basemap Gallery.



- Create and delete bookmarks.



- Add data from the Web.



- Turn additional layers on and off in the map by using the Layer List.



- Share the application or embed it in a Web site.



- Access and explore the Data Table by clicking the black tab at the bottom (center) of the application. You can filter records from the Data Table to meet certain criteria and export those records to a comma separated values (.csv) file.

- Access the Representational State Transfer (REST) Services for the ROAM application at www.census.gov/roam and use them in your own Web mapping applications!

Connect with us
[@uscensusbureau](https://twitter.com/uscensusbureau)

November 2018